

# EY Private Tax Services

Unlocking ambitions of private  
businesses and their owners





The rapid economic growth in recent years has significantly increased private wealth in Greater China. However, from the waves of new technologies, trade challenges and geopolitical instability, shifts in the tax landscape are significant and continual. Yet amidst any disruption, whether you are a **business-owning family, the leader of a private business or the owner of substantial private wealth and capital**, you can trust EY tax professionals to offer distinctive services across all tax disciplines to support you to thrive and find new opportunities.

At EY, we have a long history of advising some of the world's most successful private businesses and family enterprises, their owners and their CEOs. As trusted business advisors, we collaborate with clients to transform over the Now, Next and Beyond by enabling you to navigate critical business decisions that will allow you to rebound from the pandemic and thrive in the future.

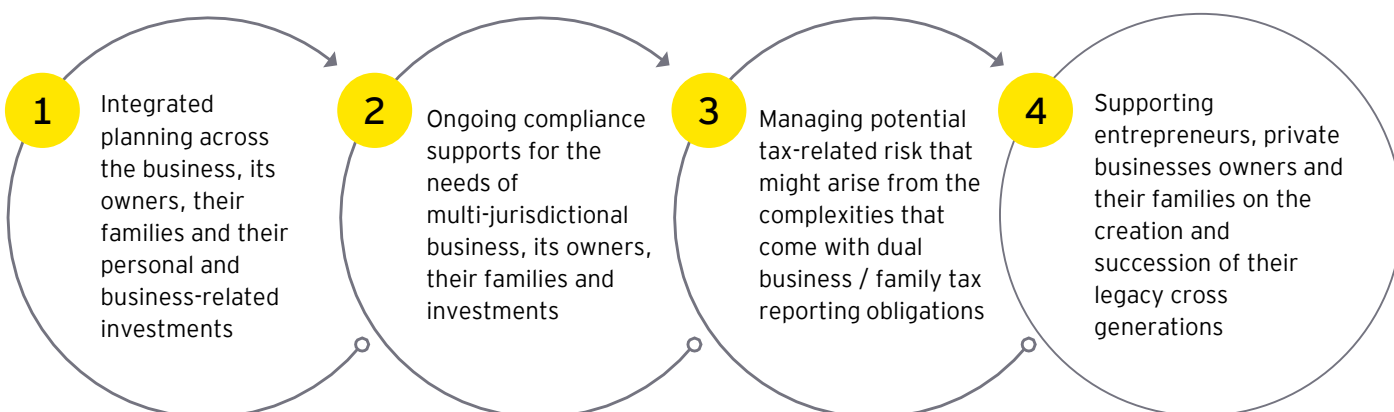
### What EY teams can do for you?

EY teams work with 75% of the world's top family enterprises and are well placed to support families in defining your values and purpose to preserve cohesion through successive generations.

EY Private Tax services team brings together tax and business advisors across the globe that share a passion for supporting the ambitions of entrepreneurs, private businesses and their owners with tax services that enable growth and transformation, and to enhance your financial wellness.

We offer a wide variety of services that support the development of long-term, tax optimized ownership and succession plans integrated with legacy, philanthropic and transition strategies. By striking the right balance between the business and the family, owners are better able to ensure both the strength of the business and family harmony. Managing the delicate balance between three key stakeholder groups – the owners, the family and the business and its investments – builds a foundation to more effectively manage a complex tax landscape, sustaining growth while managing risk and maintaining personal wealth.

By approaching an integrated strategy proactively, privately owned and family businesses can increase their efficiency and tax certainty. We focus on:





## Our approach

With our **global network and holistic approach**, we are your single point of contact, dedicated to assisting you with your needs. We bring the full global power of advisors in more than 150 countries, combining our capabilities in Tax, Assurance, Strategy and Transactions and Consulting Services to provide you with responsive, consistent and integrated advice across the world.

With our **insights and local expertise**, we can provide distinct points of views and perspectives gained through years of guiding, advising, convening and recognizing the world best entrepreneurs and family businesses, go beyond your current situation and customize unique strategies to address the diverse needs of you, your family and your business.

With our **professionalism and independence**, we are strictly driven by our confidentiality and integrity to protect your personal issues, provide an independent objective advice and assist you in navigating the complexities of growth and business dynamics.

## Our clients

Our Services are tailored to every single client we serve:

- ▶ **Owners and families, family offices, trust and entities**
- ▶ **Family enterprises, both multi-generational and first generation**
- ▶ **Private businesses, including portfolio companies and multi-owner private businesses, owner controlled listed companies and non-listed companies**

## How EY can support?

Our experienced team consists of professionals that are dedicated to provide you with a full range of services that will suit your unique needs. With us being your single point of contact, we will assist you with your requests by collaborating with our networks across the world, focused on you and your family, family business and investments, as well as your legacy.

Owners and Families	Businesses and Investments	Legacy
▶ Personal and family tax	▶ Business tax advice and incentives	▶ Business succession and wealth transfer
▶ Wealth and asset protection	▶ Business restructuring, expansion, fund raising and divestment	▶ Family governance
▶ Family office advisory	▶ Compliance reporting and support services	▶ Next-generation education and support
▶ Global transparency and information exchange	▶ Tax controversy services	▶ Philanthropic planning

## EY Private Tax Services in Greater China

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private business and  
their owners

### EY | Assurance | Tax | Strategy and Transactions | Consulting

#### About EY

EY is a global leader in assurance, tax, strategy, transaction and consulting services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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